

**PEARSON PLC**  
(the "Company")

**Notification of Director and PDMRs' Interests**

Below are details of purchases of ordinary shares of 25p each, made under the Company's Dividend Reinvestment Plan ("DRIP"), on the London Stock Exchange on 16 September 2016 and notified to the Company on 19 September 2016: -

<b>Name of Director/PDMR</b>	<b>No. of Shares Purchased</b>	<b>Percentage of Issued Stock</b>	<b>Price per Share</b>	<b>Total Holding Following Notification</b>	<b>Total Percentage Following Notification</b>
Lincoln Wallen	20	0.00000%	£7.849	902	0.00011%
Roderick Bristow	1064	0.00013%	£7.849	48,290	0.00587%
Michael Barber	729	0.00009%	£7.849	32,840	0.00399%
Albert Hitchcock	870	0.00011%	£7.849	39,189	0.00477%

The following notifications, made in accordance with the requirements of the EU Market Abuse Regulation, give further detail.

**Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them**

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Lincoln Wallen
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Non-executive Director
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Pearson plc
b)	LEI	2138004JBXWWJKIURC57
<b>4</b>	<b>Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted</b>	

a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 25 pence each in Pearson plc  ISIN: GB0006776081	
b)	Nature of the transaction	Purchase of shares arising from Company's Dividend Reinvestment Plan ("DRIP")	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: £7.849 per share	20
d)	Aggregated information  - Aggregated volume  - Price	Aggregated volume: 20 shares  Aggregated price: £156.98	
e)	Date of the transaction	16 September 2016	
f)	Place of the transaction	London Stock Exchange (XLON)	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name	Roderick Bristow	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	President, Core Markets	
b)	Initial notification /Amendment	Initial notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	Pearson plc	
b)	LEI	2138004JBXWWJKIURC57	
<b>4</b>	<b>Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted</b>		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25 pence each in Pearson plc	

	Identification code	ISIN: GB0006776081	
b)	Nature of the transaction	Purchase of shares arising from Company's Dividend Reinvestment Plan ("DRIP")	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: £7.849 per share	1064
d)	Aggregated information	Aggregated volume: 1064 shares	
	- Aggregated volume	Aggregated price: £8351.336	
	- Price		
e)	Date of the transaction	16 September 2016	
f)	Place of the transaction	London Stock Exchange (XLON)	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name	Michael Barber	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Chief Education Advisor	
b)	Initial notification /Amendment	Initial notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	Pearson plc	
b)	LEI	2138004JBXWWJKIURC57	
<b>4</b>	<b>Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted</b>		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25 pence each in Pearson plc	
	Identification code	ISIN: GB0006776081	

b)	Nature of the transaction	Purchase of shares arising from Company's Dividend Reinvestment Plan ("DRIP")	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: £7.849 per share	729
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 729 shares Aggregated price: £5721.921	
e)	Date of the transaction	16 September 2016	
f)	Place of the transaction	London Stock Exchange (XLON)	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name	Albert Hitchcock	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Chief Technology and Operations Officer	
b)	Initial notification /Amendment	Initial notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	Pearson plc	
b)	LEI	2138004JBXWWJKIURC57	
<b>4</b>	<b>Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted</b>		
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 25 pence each in Pearson plc  ISIN: GB0006776081	

b)	Nature of the transaction	Purchase of shares arising from Company's Dividend Reinvestment Plan ("DRIP")	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Purchase price: £7.849 per share	870
d)	Aggregated information - Aggregated volume - Price	Aggregated volume: 870 shares Aggregated price: £6828.63	
e)	Date of the transaction	16 September 2016	
f)	Place of the transaction	London Stock Exchange (XLON)	